UF NEWS

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NEWS

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Andrew Cerruti . . . . *Editor*

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Underwood Elliott Fisher Speeds the Nation's Victory

American Industry Speaks

President Wagoner, in his message to each and every member of the Underwood Elliott Fisher Family, said, "As members of the Underwood Elliott Fisher organization, we each have a duty to perform in this national emergency. That duty is to carry on our individual work with added force and determination, as our Company must render the utmost service in furnishing necessary machines and services to the Government, war industries, and business in general, to carry on the vital work of the nation.

"I am confident that I can depend upon you."

From every corner of UEF Land—from our great factories, Branch Offices and Sales Agencies—came assurances that we shall fight for victory—that it can be done . . . and it will be done!

Up on the Great Lakes, down along the eastern seaboard, in the Detroit areas and from the reaches of Alaska to the distant southern points of the western coast, in every state of the Union, American Industry is speaking . . . yes, more than speaking!

In the language of the day, the only clearly understandable lingo is production . . . planes, tanks, ships, munitions and all the many prerequisites to Victory . . . fast and decisive.

In ever-increasing volume, mills, mines and factories are rushing their output to the flat cars and transports. The most gigantic production and distribution miracle the world has ever known is in the making.

Down deep from the bowels of the earth we are drawing raw materials; and down deep in the heart of every true American is the inflexible will and unquenchable determination to fabricate these raw materials into an overwhelming stream of machines, appliances, equipment and finished materials.

Some sincere folks view the pulsating fervor of American Industry, in its "all-out" effort to stop the immoral aggressors, as a terrible reflection on our modern civilization. They consider this huge wave of production as devoted to Machines of Destruction. But the vast majority like to think these millions of busy workers in thousands of industrial plants are dedicating their efforts to the creation and production of Machines of Protection.

Yes, protection . . . of our liberty, of our freedom, of our American way of living.

Yes, protection . . . of our American Bill of Rights—and all the beautiful precepts it guarantees . . . a free, unfettered nation of free men.

Yes, protection . . . against the deceit and immorality of a crumbling, double-crossing Axis diplomacy which respects neither man or God, nor the fundamental rights of man to live his life in freedom rather than a slave to conscienceless dictators whose doctrines are rooted in greed, hate and the philosophy that might makes right.

And America, with the sweat and energy, the skill and ingenuity of her aroused people, is speaking in the only language the mighty self-appointed and self-anointed Gods of Aggression can understand.

One man whispers, to another: "We didn't want this—but let's give 'em a dose of their own medicine." And in true American fashion, we are well on the way to prove that Right Makes Might—even if we must, for a little while, suppress the still, small voice of our National Conscience the while we show the world the mightiest array of dad blasted fool-killers the world has ever known.

Forged in the cradle of liberty, sprung from a soil hallowed in peace, dedicated to principles which have made our country great, American Industry Speaks. And as the millions of workers bend over foundry moulds, milling machines, drill presses, lathes and machine tools of every conceivable description, every mother's son of them finds comfort in the thought that NOW . . . since they've pushed us to it . . . "let's give it to them good and plenty" . . . and after we are through licking the tar out of them, we will have the greatest assurance of peace the world has ever known—an unsurpassed war machine in the hands of a peace-loving, Industrial Nation.

• • •

It will cost money to defeat Germany, Japan and Italy. Our government calls on you to help now. Buy defense bonds and stamps today. Buy them every day if you can. But buy them on a regular basis. Bonds cost as little as $18.75, stamps come as low as 10 cents. Defense bonds and stamps can be bought at all banks, post offices, savings and loan associations and at retail stores.

Carry On!

by L. C. Stowell
Executive Vice President

THE office equipment industry generally, and we of Underwood Elliott Fisher particularly, recognize the essential part to be played by the machines of management in our crucial national war preparations and efforts.

Although the seed of freedom was as strong in the hearts of the American people in 1775 as it is today, the tools with which they had to work and fight have progressed so that they are better able to defend this freedom. Contrast the undeveloped methods of writing, figuring and record keeping of 160 years ago with the machine made efficiency of business management in 1942. Guess work has been largely eliminated and the high-speed methods, coordinated production, and rapid communication such as we are witnessing currently, are made possible in our all-out unified battle.

A kite always rises facing against the wind. And, by the same token, the best man makes the greatest strides when the going is the roughest. This is a time when sincere and complete cooperation with the gigantic forces which have been mustered to preserve the inherent right of freedom of a people will be of mutual benefit to all concerned.

All successful business enterprises, even those which have mushroomed to greatness, have been premised on the sound basis of producing merchandise for which there is a potential demand, or for the administration of an accepted service. No matter how fast their rise, they have built as they went along, and with planned foresight.

Although I have had many unusual experiences in the years I have been associated with the office equipment industry, as yet I have heard of no one approaching a manufacturer on the basis that he wanted to start some sort of business, and could he buy a hundred typewriters while he was thinking it over. Business is not generally done that way.

We like to feel when we sell a typewriter it will go out as a token of our labor and assist someone to conduct his affairs in an advantageous manner. We want him to grow so that some day we can sell him another typewriter. Our men have been trained to do this for more than forty years.

Every American is engaged in our nation's conflict, either directly or indirectly. Inconveniences and sacrifices must be met by all. Although we realize that countless business machines are necessary for private industry so that it can produce effectively and by so doing contribute to the enormous demands and expense of war, we have first an immediate duty to the government agencies, including the military and the direct war material industries to assist them in maintaining their vital efficiency. Consequently, only a complete chain of cooperation and indulgence will enable us to play our part.

We intend to see this through to the finish. After it is over and our period of reconstruction and rehabilitation begins, we hope, as always, to be of increasing service to government and business through supplying the machine needs of management.

The American Red Cross Appeals for a $50,000,000 War Fund

CALLING for the united support of the entire nation the American Red Cross has appealed for a special war fund of $50,000,000 to carry on and expand its work among Army and Navy personnel. The appeal was broadcast to the nation through major radio networks by Red Cross Chairman Norman H. Davis.

In preparation for just such an emergency as the country now faces the Red Cross has been spending funds at the rate of more than $1,000,000 a month. However, with war in the Pacific now a reality the traditional Red Cross responsibilities to the nation and its armed forces have increased manifold and steps were taken immediately to meet these obligations, Chairman Davis said.

"Millions of Americans today desire to demonstrate their will to victory," the Chairman said. "Not all can be in the armed forces, not all can volunteer their services for humanitarian work, but all can volunteer their dollars to arm the Red Cross to be their representatives at the scene of battle and distress.

"Today is the day to demonstrate our high morale, our unity, our determination to support our fighting men at the front, and to insure to the wounded and to our homeless and suffering fellow citizens in our Pacific Islands that we, as a nation, stand one hundred per cent ready to aid them through the Red Cross.

"Let the Red Cross be the spokesman for every community in America. Thus, what we do and what we give will be the triumphant expression of our humanitarian spirit and our faith in victory."

In its months of preparation the various services which the Red Cross provides to the nation and its Army and Navy have been effectively strengthened. But under the new conditions activities all along the line, on the war front and on the home front, must be rapidly expanded. By tradition, custom and Congressional Charter the Red Cross is the organization that maintains those human and family links between our fighting men and the people at home, links which mean so much to both military and civilian morale. Through its ministrations to the men on whose shoulders the safety of our country rests the Red Cross must prove that they have the wholehearted support of every single American.

In announcing the war fund campaign Red Cross officials pointed out that contributions would be used only in connection with the organization's war work. Membership dues collected during the nation-wide Roll Call are needed to finance the normal, day-to-day services of the Red Cross in thousands of communities throughout the country.

Make your Red Cross War Fund contribution today!

Winners of President Wagoner's Reward of Merit

430 Qualified

328 All Stars • • • 46 Branch Managers • • • 56 Sales Agents

Congratulations . . . to the largest aggregation of All Star Winners in the history of the Company. Last minute figures disclosed the winners in all classes—a thrilling summary of splendid sales achievement—proving it CAN be done!

We are proud to publish the names of the 1941 Reward of Merit Winners and to announce the Officers and Directors of the 1941 All Star Club, who won their offices, club membership certificates and personally signed checks from President Wagoner with the largest sales booked for the period. We once again congratulate them on their outstanding achievements.

The 1941 All Star Salesmen's Club

J. A. Sawyer
C. W. Knox
T. W. McGregor
H. O. Goshorn
A. G. Landrus
C. H. Olmstead
A. L. Dunn
W. J. Erskine
C. W. Renshawe
J. R. Wahl
D. W. Strange
B. B. Horwitz
H. S. Taylor
R. C. Perry
S. W. Franklin
R. G. Youngren
F. C. Lewis
F. W. Otto
W. E. Roesing
A. W. Johnson
R. L. Anderson
C. Lamar
D. D. Cence
W. W. Francis
L. J. Quinn
T. J. Joyce

W. F. Arndt
A. Penniman
C. L. Deadwyler
E. A. Bradley
W. J. Murray
F. E. Walters
W. F. Campbell
R. M. Stamps
C. L. Sadleir
E. Carlson
W. C. Berg
J. D. Harrison
E. C. Atkerson
J. J. Deveney
J. F. Creagh
H. P. Petersen
N. J. O'Brien
C. E. Brazeal
S. H. Farb
F. R. Dellitt
F. Gilbert
P. S. Miner
W. Hilleary
L. Y. Taylor
M. J. Carroll, Jr.
J. G. Romero

F. R. Langenbeck
W. J. Hare
L. F. Gallivan
J. K. Milne
L. H. Kelley
O. Christensen
W. J. Modrack
W. H. Sutton
R. A. Howard
W. P. Brandt
L. T. Turner
C. G. Harris
C. Fish
H. P. Williams
Q. O. Bowen
E. F. Fall
L. C. Reuning
J. C. Belshaw
B. L. Rigney
R. M. Maddox
H. L. Disney
M. A. Slifer
G. Peto, Jr.
R. W. Adams
W. L. Cochrane
C. S. Willis, Jr,

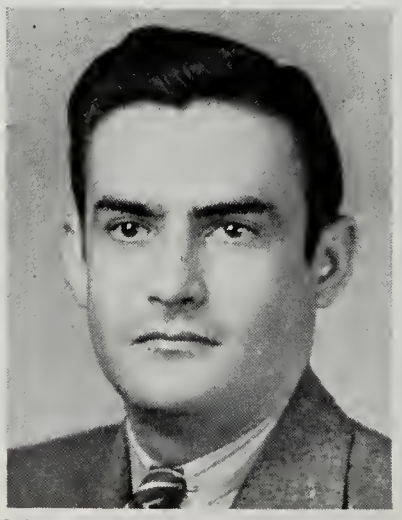
B. Longstreet
J. H. Rigney
J. W. Shields
R. K. Rasch
G. I. Kirkwood
L. R. Renschler
V. P. Dory
G. T. Kirby
O. W. Goolsby
K. Wyckman
F. B. Nisbet
J. T. Lafferty
S. C. Kirpatrick
C. B. Wight
R. R. Franks
O. C. Bacharach
A. H. Stalons
E. W. Roberts
M. Shlifer
G. H. Werner
O. G. Penegar
E. G. Penders
J. S. Horman
H. W. Sievers
W. J. McMurtrie
O. Ebershoff
C. R. Hedrick
S. B. Hammond
J. M. Hoyt
N. P. Berson
C. V. Backus
R. T. Hess
C. A. Mayer
L. B. Allen
R. M. McCleary
W. H. Nelson
A. M. Labatt
G. P. Greaves
G. F. Scoffield
T. A. Bowdoin
T. L. Payne
A. Hasselbeck
A. F. Dancy
F. Reynolds
E. J. Schoch
A. D. Roberts
E. H. Widmayer
H. M. Chase

J. A. McDevitt
W. H. Manning
W. D. Johnson
G. B. Berryman
T. G. Nelson
R. S. Albert
L. V. Rogers
P. A. Roth
C. H. Rice
K. K. Rives
J. W. Couch
W. H. Warden
B. Vos
W. B. Smethie
A. L. Swan
F. E. Johnson
A. H. Peters
J. S. Larson
C. Robinson
W. E. Story
T. W. Rowley
G. A. Denson
W. A. Hugget
G. Whitaker
J. A. McSwain
E. L. Peach
R. F. Witteman
I. L. Goddard
R. A. Shinn, Jr.
C. F. Adams
A. B. Hawley
W. E. Phillips
R. J. Mather
E. P. Baldwin
R. G. Shepherd
P. L. Smith
O. M. McCracken
F. K. Barnes
J. Park
F. R. Uth
V. H. Moss
L. January
S. L. Reames
F. Lavin
C. R. Fleming
E. J. Hilton
S. C. Dinwiddie
J. J. Entrekin

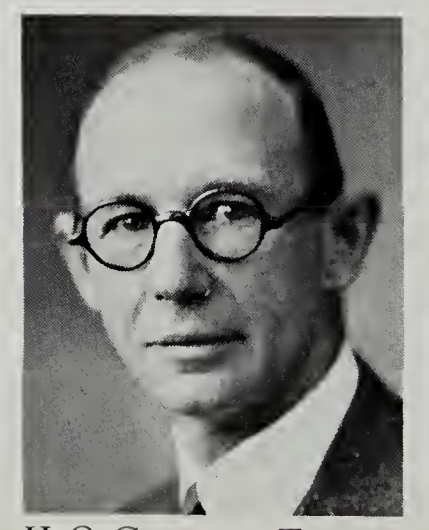
Officers and Directors of the 1941 All Star Club, the Top Sales Producers

J. A. Sawyer, *President*

C. W. Knox, *Vice President*



T. W. McGregor, *Secretary*



H. O. Goshorn, *Treasurer*

A. G. Landrus, *Director*

We Salute the Salesmen Who Qualified for 1941 All Star Membership!

G. L. Steinau
E. R. Hathaway
J. B. Shaw
L. K. Ogelsby
J. F. Whitten
J. H. O'Neil
R. O. Reed
W. H. Croley
J. R. Miller
C. Stanny
J. J. Casey
A. W. Schaeffer
R. Shea
J. R. Justo
W. W. Strait
J. H. McFarland
F. A. Saner
H. C. Fehr
P. B. Staub
F. H. Barger
F. N. Row
D. Rougvie
A. A. Seymour
J. H. Young
S. M. Worden
E. K. Kendall
D. Hemsworth
F. Fray
F. G. Aff
J. E. Sheehan
W. E .Walsh
R. J. Noonan
S. Cooper
P. V. Szecsey
R. G. Dillard
C. F. Beaumont
F. Maginn
H. B. Hillis
P. S. Donovan
H. R. Coronway
F. E. Young
J. R. Perkins
W. R. Cox
F. R. Clark
H. E. Tierney
L. H. Hilliard
C. B. Bretzke
L. A. Barnes
J. A. Brown
J. C. Murray
W. B. Sims
A. H. Githens
P. D. Snow
D. B. Smith
J. J. Hill
A. C. Tweed
J. E. Turner
L. H. Silver
H. F. Stewart
L. L. Barnhill
C. W .Andrus
F. M. Clothier
J. G. Lyons
E. C. Mawley
J. F. Quinn
J. F. Phillips

R. E. Harris
W. C. Maurmann
R. M. Wagner
E. C. Emens
R. L. Johnson
C .E. Brooks
J. F. Ferry
C. D. Smith
D. B. Skidd
T. W. Whitaker
V. W. Haverton
G. H. Parks
D. H. Parkerson
H. L. Lovelace
G. H. Hall
W. H. Gourley
J. F. Boylan
C. C. Fletcher
G. V. Anderson
R. Heckler
F. S. Bruffey
H. W. Wennik
W. W. Munch
W. R. Shay
L. A. Parker
W. E. Abbott
E. G. Luby
L. E. Barton
J. W. McLaughlin
J. A. Bradbury, Jr.
J. C. Barrett
T. Huston
H. L. Young
W. C. Trietsch
T. A. Nixt
H. J. Schneider
W. Bradley
J. J. Eichele, Jr,
P. G. Breen
L. M. Peterson
W. R. Hutchins
F. E. Collins
B. M. Boysen
F. A. Tompkins

T. J. Mercer
J. W. Hildebrand
P. T. Lynch
H. F. Corl
R. R. Briggs
J. J. Burke
H. C. Hart
J. P. Burton
E. B. Kamp
H. Chadwick
K. A. Clapp
R. H. Johnston
G. W. Ingleright
F. Roberts
G. H. Burchfield
T. R. McCubbin
S. L. Allen
G. M. Olsen
L. V. Amann
F. R. Rogers
R. Lawson
J. F. Stem
P. R. Mahoney
D. Wodlinger
O. P. Dabbs
W. W. Walter
J. C. Abell
F. R. Baker
T. A. Norbut
J. F. Harvey
R. T. Marr
L. P. Bahan
A. C. Proctor
M. J. Duffy
J. C. LaBorence
C. J. Handel
C. N. Harkey
A. D. Lawrie
W. A. Wells
L. E. Wilson
J. S. Schofield
G. W. Fryer
J. T. Taliaferro
C. H. Shoemake

W. A. Meadows
F. C. Snow
L. S. Webster
F. L. Basserman
E. A. Fisch
G. L. Frymire
R. W. Holmes

W. Crist
H. A. Franke
W. B. Schiebel
J. G. Fell
W. A. Hazelton
E. W. LaTourette
A. N. Kitchen

The Victorious 1941 Branch Managers

J. V. Brownell
W. H. Blaney
E. C. Barnard
A. V. Longenecker
L. A. Weitz
J. L. Videau
W. J. Sherry
F. A. Lyon
K. E. Sechler
H. K. Ehrsam
M. M. Shaver
I. C. Knowles
C. L. Minton
A. E. Zugelter
J. E. Neahr
O. H. Cook

W. R. McDowell
F. G. Fink
J. H. Peterson
D. D. Felter
J. A. Johnson
D. A. Sparks
E. W. Swain
A. J. McNellan
W. C. Welch
N. P. Coleman
H. Francis, Jr.
J. A. McComas
G. Bayles
G. G. Russell
J. M. Jackson
J. N. Tyndall

Distinguished Service Sales Agents for 1941

Benford Stationery Company
Alexandria Office Equipment Company
F. R. Wade
Clark Typewriter Exchange
F. A. Knowles
C. F. Ebershoff
E. L. Anderson
E. R. Schendel
Crawell Office Equipment Company
J. MacGregor
R. W. Oster
Office Supply Company
C. E. Baker, Jr.
Ragland Office Equipment Company
Joliet Office Machine Company
H. C. Stewart
Reed Office Supply Company
W. F. Herring
Kyle Office Supply Company
Galveston Typewriter Exchange
N. W. McCormick
R. W. Setze
Orlando Typewriter Exchange
Bizness Equipment Company
Hill's Stationery
Albright's Business Machine Company
Riverside Typewriter Company
Halsey & Griffith
Contra Costa Office Machine Company
Monroe Office Equipment Company
Pettit Typewriter Exchange
E. I. Sampson Company
Hattiesburg Typewriter Company
Caddo Business Machines
Office Equipment Service Company
Webbers Typewriter Company
C. R. Haynesworth
T. M. Fisher, Jr.
Jersey Typewriter Service
Couts Typewriter & Adding Machine Co.
Zillmer's Office Supplies
Holland Office Supply Company
Dement Printing Company
T. E. Lawler
T. J. Fitzgerald
C. E. Higdon
A. B. Cameron
F. A. Jones
R. W. Michael
The Ockers Company
Star Printing Company
J. W. Carrell
Greenwich Typewriter Exchange
Capitol Office Equipment Company
Ashley-McCormick Company
C. W. Ammann

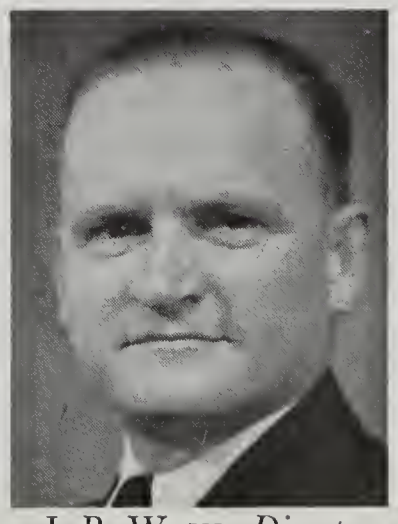
Congratulations to these Leading All Stars Who Distinguished Themselves

C. H. Olmstead, *Director*

A. L. Dunn, *Director*

W. J. Erskine, *Director*

C. W. Renshawe, *Director*


J. R. Wahl, *Director*

Organization Changes

J. V. Brownell

Government District Established

THE increasing importance of serving the United States Government in the most efficient manner possible has brought about the establishment of a National District with headquarters in Washington, D. C., effective February 1, 1942, according to an announcement made by W. F. ARNOLD, General Sales Manager. "MR. BROWNELL will continue as head of our sales and service activities to the United States Government, with the title of District Manager," continues the announcement. "He will be actively interested in the coverage of all federal government units throughout the United States, and will consult with and advise the other District Managers as to ways and means of improving our services to the government within their respective Districts. His special representatives, traveling out of Washington or from points within other Districts, will assist our branch managers, salesmen and sales agents in this work."

MR. BROWNELL'S services with the Company date back to 1919, when he was employed as salesman in the Accounting Machine Division at Washington, D. C., where he was highly successful in making the initial sales of some of our largest accounting machine installations. In 1924 MR. BROWNELL was promoted to the position of Manager of the Accounting Machine Division; and in 1932 the Adding Machine Division was added to his responsibilities. MR. BROWNELL was appointed Washington Branch Manager for all of the Company's products on July 1, 1935. Under his direction our Company has enjoyed the privilege of supplying the Government with increasing quantities of machines and of rendering greater services—until this activity has grown to very large proportions.

The new National District becomes the eighth District in the Domestic Sales Department, while the Eastern District continues as heretofore with the exception of the Washington, D. C. branch.

MacLeod Appointed Assistant District Manager

ON assuming his new duties as District Manager of the National District, MR. BROWNELL selected NORMAN D. MACLEOD as Assistant District Manager.

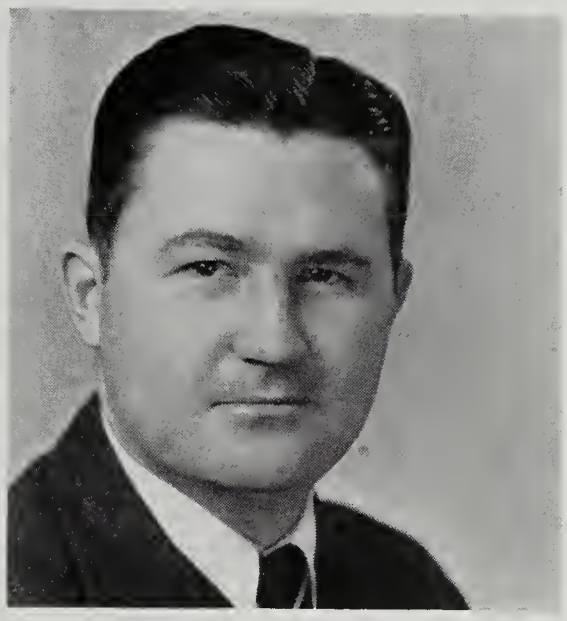
MR. MACLEOD started with the Company as salesman in the Boston Branch in 1922, and sold typewriters, accounting machines, adding machines and supplies during his career as salesman and sub-branch manager at Worcester, Mass.

In 1936 he was promoted to Sales Manager of the Supply Division at the Home Office, and after a successful management of that Division, was promoted to Sales Manager of the Adding Machine Division in 1940.

"With the ever increasing services the Company is rendering to the Government, and the importance of doing this job well, we are willing to release MR. MACLEOD from the Home Office sales staff for this important assignment," stated the announcement of W. F. ARNOLD. "The experience he secured as Sales Manager of the Adding Machine Division, and prior to that of the Supply Division, will enable him to render valuable service in this new District."

Norman D. MacLeod

Clyde M. Jungbluth



Paul E. Cockrill

In his new position, Mr. MacLeod will serve as general assistant to Mr. Brownell, his activities extending throughout the United States as well as in Washington, D. C.

Jungbluth New Adding Machine Head

Filling the vacancy created in the Adding Machine Division by the transfer of Mr. MacLeod to Washington, D. C., as Assistant District Manager of the National District, Clyde M. Jungbluth was appointed Sales Manager of that Division, effective February 1.

Mr. Jungbluth relinquishes his responsibilities in the Portable Typewriter Division with many regrets. Starting his career with the Company as portable typewriter salesman in 1929 in Minneapolis, he was successively promoted to Portable Representative for the Western District and to Assistant to the Sales Manager of the Portable Division at the Home Office in 1931, and in April, 1936, became Sales Manager of the Portable Typewriter Division. In this position Mr. Jungbluth broadened his acquaintanceship from coast to coast, meeting and making friends among many hundred of dealers and department store buyers.

"Much as I regret to leave the direct contacts with our dealer organization," Mr. Jungbluth stated, "I am very grateful for the opportunity of taking on the new responsibility in the Adding Machine Division. I am also looking forward with a great deal of pleasure to working more directly than my duties heretofore required with our District and Branch Managers, Salesmen and Sales Agents, and I am sure that I can count on their wholehearted cooperation."

Cockrill Promoted In Portable Division

Succeeding Clyde M. Jungbluth as Sales Manager of the Portable Typewriter Division, Paul E. Cockrill was appointed to this position, effective February 1.

Paul Cockrill at one time was known as the school teacher who would never take a vacation. Upon graduating from Central Normal College at Danville, Indiana, he accepted an appointment as High School teacher of Commerce in Indianapolis. The long summer vacations, however, were always irksome to him and a waste of time. So each summer he would sign up as an Underwood dealer and spend the warm months selling his friends and others portable typewriters.

In 1938 when the Wholesale Portable Division was established, Mr. Cockrill decided that working as salesman for UEF should prove better in the long run than his teaching profession. He was employed as wholesale salesman and promptly doubled the volume of the previous year, which brought the State of Indiana to one of the best states for wholesale portable sales in the country.

On February 16, 1941, Mr. Cockrill was transferred to the Home Office to work as special promotion salesman in the Portable Division. In this capacity he made the acquaintance of many of our salesmen in the east and middle west, and has personally contacted and sold hundreds of dealers in these sections of the country.

Mr. Cockrill brings to this Division a wealth of experience, not only in knowing how to sell the dealer, but also in knowing how the dealer can sell portable typewriters to the ultimate consumer.

Praise of An Inanimate Object*

I have a battered old typewriter for which I have a pardonable affection. It isn't pretty; it isn't new. It lacks some of the modern gadgets. But I love it. It never let me down.

Few people I know are as dependble. It is never late to work. It is always ready and eager to go whenever I want to use it. It never complains. It demands little care. It is a perfect teamworker. But best of all it is 100 percent Reliable.

I have often thought that many a human being might emulate its virtues, especially its dependability. It is loyal and willing to assume any responsibility that I require of it.

From time to time I have tried other machines, and other methods of getting my thoughts down on paper, but I always come back to it. It is so faithful and reliable. Being sure of it, I am surer of myself when I work with it. It deserves a word of praise, though it is but an inanimate object.

Then the thought comes: Am I equally dependable to those who rely on me? Am I as prompt and responsive and loyal and efficient? Am I as ready to assume responsibilities? Am I doing my work with never a question, never a doubt, never a complaint? Am I as dependable?

Dependability is a noble virtue. It is like keeping faith. It is like a safe harbor of protection and retreat. There is a strength and a character to it that stands up in adversity as in prosperity.

A watch that is not dependable, though it is in a diamond studded case, is soon discarded. A ladder which is not dependable is broken up and burned. A watchman who is not dependable is worse than none at all. An accountant who is not dependable may cause endless confusion. A traffic man, a stenotypist, a lawyer, an executive, without dependability, though they have great abilities, are poor timber with which to build an organization.

And what is dependability? Perhaps you have a better definition. It is doing on time, and on schedule, the smallest requirements of the moment. None of them difficult, perhaps. None impossible. But every one tremendously important. Every one is like a brick in a wall; if it crumbles, down crashes the whole building.

So I praise an inanimate typewriter, and I admire all reliable LaSalle members, all dependable people.

*Reprinted from *"Personal Efficiency"*, edited by Edgar Paul Hermann, official organ of La Salle Extension University. Mr. Hermann is, apparently, an outstanding Underwood typewriter enthusiast.

Every Machine will Count!

Behind the machines of war are the Machines of Business —to speed up production momentum, to help increase and control the whole behind-the-lines effort—to keep up continuous flow of topflight action in commerce, accounts and finance.

Supporting the production-line batteries of giant machine tools, the Business Machines must respond to every demand for rapid-fire communications and records, as our ever-increasing stream of equipment comes off the assembly lines—aircraft, ships, tanks, munitions and a wide variety of other implements with which to stop the spread of international lawlessness and halt the aggressors—the machines of war.

We dedicate ourselves to the job of making every machine count—in speeding production —to the end that we will do everything humanly possible to maintain the highest machine proficiency, through the best possible use of our facilities and man-power.

Further, as part of the "army behind the lines" we pledge ourselves, to the limit of our skill and resources, to making our Machines of Business a record-breaking first line of writing, figuring and accounting production wherever they are used.

Every machine must be equal to hard service and the severest tests. Every machine must count in speeding the Nation's victory!

It Will

Courtesy of FLINTKOTE COMPANY

Every Minute will Count!

Industry is faced with a tremendous program of production. Every minute counts—none can be wasted.

In all the history of wars, there was never a time when the responsibility of victory centered so directly on the productive capacity of American industry. Mechanized warfare means the balance of power rests with the nation capable of producing the most formidable tools of war in the greatest quantity . . . and in the shortest time!

Time is the essence of every undertaking—every minute must count. The minute wasted is a fragment of time never to be retrieved. Time is so precious that the lives of "our boys" hang upon it.

America is meeting the threat to everything we hold dear . . . our homes, our plants, our freedom from slavery . . . with action, gloriously constructive action.

Ten million workers saving ten minutes a day throw over a million-and-a-half man-hours production at the enemy, over and above the regular day's work. Think of it! The cheapest, the fastest, the surest way to victory —out-pointing and out-performing the enemy, in our offices and plants!

There's nothing to it . . . if we make every minute count. However remote your station from front line action, if you assume your full responsibilities, with courage and optimism, every minute will count!

'Be Done!

Now—It Must Be Tops!

The timeliness of this pithy article by George H. Crossan makes it a "must" in this issue of the UEF News. It should be read in every business office in America because it carries a message of great interest and importance wherever time, man-power and equipment must be synchronized for the greatest production.

by George H. Crossan
General Service Manager

MEN, millions of them, are now moving into direct action—in answer to the bombing of Pearl Harbor. Men from all classes of industry, young men and older men and the more experienced middle aged men, are mustering into service, with the army, the navy, the air corps, the coast guard, the marines, each one following the branch of service best adapted to his make-up and qualifications. All are moved with one ambition and one determination—to show the world that no nation can desecrate or invade our possessions, or threaten to destroy our liberty or property, and get away with it.

The president has proclaimed, in his address to the Congress, the most gigantic limited-period production program the world has ever known . . . and we know, exactly, what that huge production program means, not only to the people of America but to the peoples of the world—including the Yaps and Japs. To the vanquished it means liberation; to the ruthless aggressor it means defeat!

Simultaneous with the projection of this tremendous production program, we are drawing from industry a staggering wave of man-power, to man the ships, the planes, the tanks, the guns and other equipment for both offense and defense—the fighting men who were once available as production men. God speed to them!

Think what this means. Imagine the millions of workers in the production plants; and how they must bend to the job of maintaining a steady flow of production. Every man, every hour and every piece of equipment must be brought into play—for on time, man-power and equipment hang the hope of a quick and smashing victory. More than this, the very lives of thousands of our brothers-in-arms depend upon the effectual use of our time, our man-power and our equipment.

Hence there is a sacred trust falling upon everyone of us engaged in the army of production—the moral and patriotic duty of getting the most out of the available resources, whether we are in direct or remote service with the war equipment plants.

Never was it more imperative to squeeze out of every hour and every piece of equipment the greatest possible output.

We, in the office machine field, cannot evade our responsibilities . . . for ours is the job of speeding up communications, record-writing, figuring and accounting—vital factors behind the giant plants and machine tools already turning out a steady flow of equipment for our military and naval forces and the forces of our allies.

If we must speed up production, we likewise must speed up the elements of production—and "keep them flying" on top-notch production of vital correspondence, records, calculations, computation and accounting—all of which enter into the primary and major processes for organizing, speeding and controlling supplies, the output and distribution of the varied supplies, material and equipment with which to win the war.

Now, above any other time, EVERY piece of office equipment should be the tops! In thousands of offices there are countless office machines begging expert mechanical attention—machines that are retarding the best efforts of their operators, slowing down or definitely blocking the way to top speed production. Every one of these machines is a challenge to the courage and ingenuity of the UEF Salesmen and Servicemen.

It is no time to tolerate mechanical deficiencies in any equipment; no time to tolerate antiquated, slow moving production; no time to tolerate waste in time or effort. If a machine cannot be brought up to mechanical proficiency, it should be junked and replaced as quickly as possible . . . because the one way to expedite the tremendous material production program, is to make every minute, every worker and every piece of equipment function, at top speed. Lives depend upon it—our fighting men depend upon it—the country depends upon it.

Time and time again can the wide awake salesman ingratiate himself into the good will of office and production managers, by exercising a keen interest in the production efficiency of existing equipment, with practical suggestions of bringing it up-to-date, or at least up to good mechanical operation.

This interest, on the part of the UEF Salesman, is bound to generate favorable impressions for the salesman—especially when the national conscience is tuned to the idea of making every hour, every worker and every piece of equipment measure up to the best and fastest production possible.

Now—in the throes of the national production program—the salesman, serviceman and every member of the organization should be seeking what every business executive is seeking—*maximum production,* from every available unit of equipment, old or new. The possibility of service sales is tremendous—and service sales are the direct forerunners to new equipment sales.

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Frederick F. Wright, Jr.

FREDERICK F. WRIGHT, JR., 29, died suddenly Tuesday, January 13, at Palo Alto, California. MR. WRIGHT, the son of the late F. F. WRIGHT, for many years UEF General Sales Manager, was employed as a salesman by UEF at Palo Alto. He was a graduate of Stanford University and a member of Kappa Alpha.

MR. WRIGHT leaves a widow, a son, FREDERICK FULLERTON WRIGHT 3rd, a daughter, NANCY, his mother and two sisters. To them goes the sincere sympathy of the entire UEF organization.

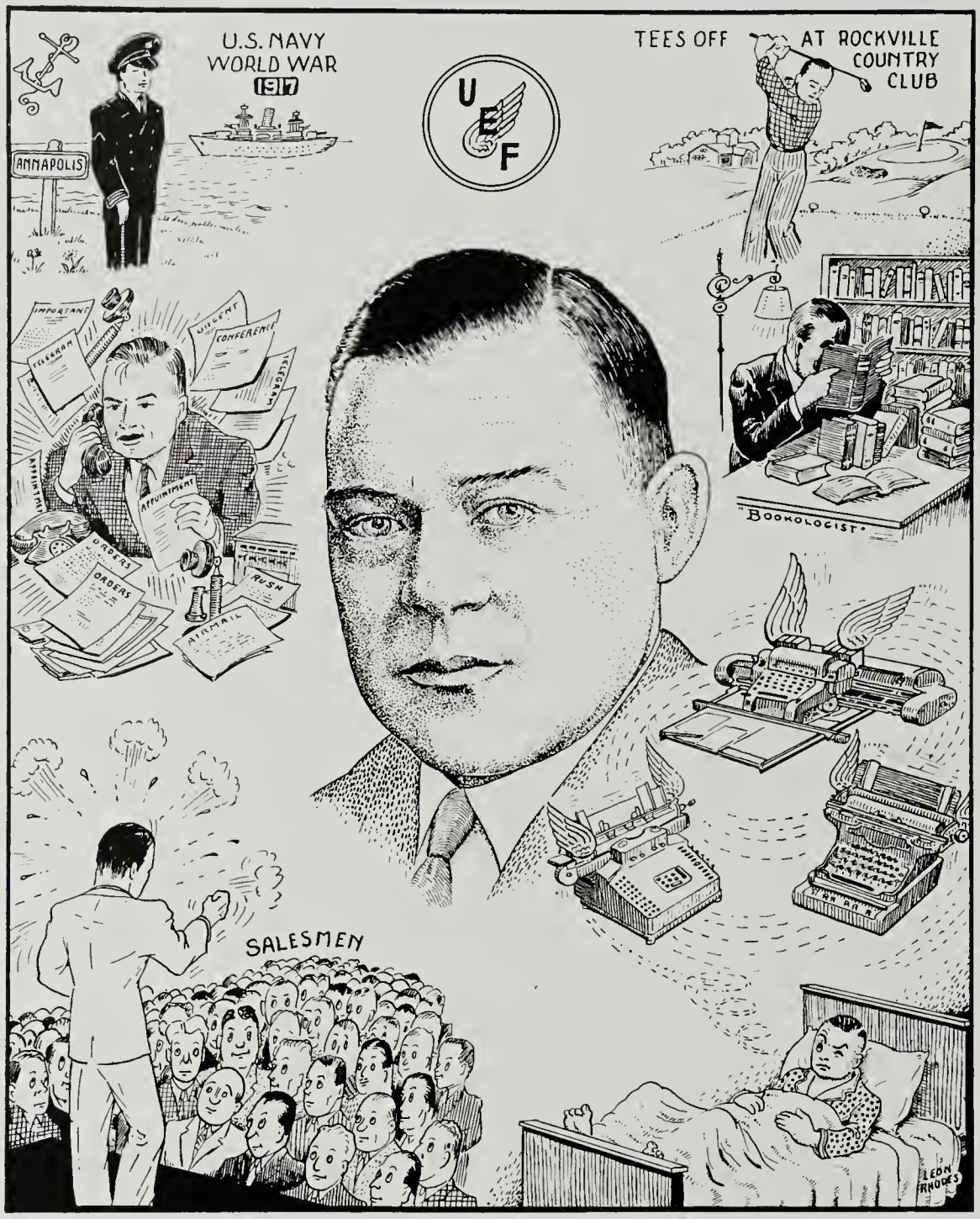
Wilbur E. Johnson

IT is with deep regret that we must report the death, on January 8th, of WILBUR E. JOHNSON, Vice President of Marschalk & Pratt, our Advertising Agents.

His cheerful disposition and sound counsel, as our account executive with the agency, had made "BILL" JOHNSON many friends throughout the UEF organization.

UNDERWOOD ON FIRST FLIGHT FROM BRIDGEPORT, CONNECTICUT—NORMAN H. BUTT, *manufacturing superintendent, and* TOM SNOOK, *shipping room foreman, at Underwood Elliott Fisher's Bridgeport Works dispatch an Underwood Sundstrand Adding-Figuring machine to the Douglas Aircraft Company at Santa Monica, California, on the American Airlines inaugural flight of air express from the new Bridgeport Airport, on December* 14, 1941. *On its arrival in Los Angeles, the machine was received by* J. A. JOHNSON, *manager of UEF's Los Angeles office,* ROBERT W. OSTER, *proprietor, Bay Cities Typewriter Shop, UEF Sales Agent at Santa Monica,* W. O. BRYANT, *UEF Assistant Branch Manager in charge of Adding Machine Division, Los Angeles, and* C. D. GOYER, JR., *Publicity Relations Department, Douglas Aircraft Company, Santa Monica, California.*

"ALL OUT" *on the Victory Front! A young Milwaukee businessman recently offered to use his airplane and his automobile for civilian defense. He is* HARRY A. KRUEGER, *UEF Supply Salesman. His plane is a two passenger Aeronca, bought two months ago and kept at the Curtiss-Wright Airport. "The plane can be used in aerial patrol work in the manner the defense agency asks," he said. "I shall use my car for ground work in connection with defense, but it can be used by others when I am in the air."* KREUGER *said that he was not connected with any organization planning defense work, but was making this offer as an individual in the interest of unified national defense. While doing aerial defense work,* KREUGER *will continue his duties as salesman for the company, at Milwaukee. His work will dovetail with defense, for it will be part of his job to keep typewriter supplies, such as ribbons and carbon paper, going to firms doing defense work. We are proud to have men such as* KREUGER *in the UEF family. (Photo courtesy Milwaukee Journal.)*



Alfred Jensen

. . . an Anthological Portrait

"Al" Jensen as he is familiarly known to his many friends throughout the organization, started in the service of our company on December 16, 1919. In the span of over twenty-one years, he has advanced from the position of salesman, through a number of intermediate positions, to his present capacity—tangible evidence of the opportunities which prevail in our organization. In every job, his record was one of accomplishment.

As a salesman, he achieved "All Star Club" membership. In recognition of his ability, he was called to General Office duty as Sales Manager of the Automatic Feed Machine Division, in which capacity he successfully introduced nationally and directed the sales of this new line of machines to thousands of business institutions.

He was then appointed Sales Educational Director in which position he promoted our Standard Sales Procedure and produced for us our first organized and comprehensive Sales Training Courses, conducting numerous educational meetings thoughout the United States and the Dominion of Canada.

The next step of advancement was to the office of Sales Manager for Elliott Fisher, where his pronounced success later earned for him promotion to his present position as Sales Manager of the Accounting Machine Division, embracing all models in the Underwood, Elliott Fisher and Sundstrand lines of accounting machines.

During his entire General Office career, Mr. Jensen has been closely identified with every new accounting machine development and has personally participated in the national introduction of each new model. His latest activity of this nature was the announcement of our wonderful Elliott Fisher Electric Keyboard Machines, an undertaking that brought him before practically every member of our field organization in this country and Canada. Ensuing sales results exceeded by far our most optimistic predictions, necessitating the "gearing to peak" of factory production schedules.

All of "Al's" friends are familiar with his earnest interest in the manifold problems involved in directing the sale of accounting machines. The complexities are numerous, but each is merely a challenge to his ingenuity and determination. Having worked as a Salesman on the "Firing Line," he possesses a deep and sympathetic appreciation of salesmen's problems, and this understanding is reflected in all of the many sales-assists activities in which he is constantly engaged.

On his feet, addressing a meeting of salesmen, he is dynamic and inspiring and, throughout our organization, there are many men who have substantially benefitted by his constructive sales promotional work.

At headquarters, he is beloved by his associates—never unwilling to help and give any of us the benefit of his experience and knowledge. He is keenly interested in the development and the progress of men.

Mr. Jensen lives "down east" on Long Island, in the surburban village of Lynbrook, where he and his wife enjoy the quiet and peace of modern community life. As a good citizen, he is interested and also a participant in the administrative affairs of his local government. He enjoys the companionship of many friends and finds great pleasure and recreation in his weekend play at golf at the Rockville Country Club, where he is a member of the Board of Governors.

Among other hobbies, he derives relaxation from good literature, having an interesting collection of books, among which are limited editions of the works of many distinguished authors.

From this brief "anthological portrait" of one of our sales executives, it is evident there are many promotional opportunities in our oganization for loyal men of ability who earnestly apply themselves to the successful accomplishment of the objectives of every job to which they may be assigned. "Hard Work is the Price of Success."

The House "Jack" Built

JACK had a dream—a dream that came true! It was the kind of a dream that many fellows have in which they envision a home of their own, with cozy rooms, planned down to the smallest detail for the comfort and pleasure of every member of the family.

Yes, there would be a porch, a place set apart where a fellow could sit in the cool shade of a friendly tree after a hot summer's day hustling from one office to another in the sweltering city.

And there would be a room set aside for the overlord's sanctum, where, on occasional evenings, he could leisurely plan his work for tomorrow and many, many tomorrows; or improve himself in quiet study for bigger things on the road ahead, when he became branch manager directing other salesmen in the field, or otherwise moved up the ladder of success.

This home would have many modern facilities such as oil heat, air conditioning, built-in kitchen cabinets and other features which make for enjoyable, healthful living. It would be situated in a suburb of the big city, convenient to his office.

There would be a guest room . . .

JACK FLEMING, *UEF typewriter salesman, working out of the New York Office, and the House that "Jack" Built, situated at 84 James St., Westwood, N. J. The chill of winter holds no terror for the friendly warmth within.*

• • •

and a two-car garage, against the days when good friends and dear ones visited the house of "Jack's" dreams for enjoyable week-ends.

The big obstacle to the fulfilment of "Jack's" dream was the wherewithal to make the dream come true. After all, every dollar for the dream house had to be earned!

Fixing his mind on the objective and tenaciously directing his thought and efforts along the lines of making the dream house a reality, the salesman set aside a portion of his earnings in a savings account.

In time, the savings mounted until there were sufficient funds to cover the primary financing.

With this objective constantly in mind, he had something to plan for, something to save for, something really worth while to work for, as hard as ever any mortal worked.

After many setbacks and disappointments, each of which sharpened the determination to reach his "dream house" objective, he finally arrived—squire of the manor—his own home, his own patch of garden, his own staked claim to a spot on the earth's surface—his dream come true.

The sales that "Jack" made were the stepping stones to the house that "Jack" built.

But these sales, in themselves, or the earnings realized from them, were but incidental factors in making "Jack's" dream come true. The inspiration and determination generated by *his objective* were the primary forces underlying his successful achievement, plus the courage to fight every inch of the way towards making the dream, his worthy objective, a reality.

Internal Quotes

Blue-Pencilled Excerpts Culled from Everyday Internal Correspondence. Timely Flashes Preserved from the Obscurity of Buried Treasure

THE popularity of Model 8142P Portable Posting Statement Model steadily increases. The demands for this inexpensive, portable posting, adding, figuring machine are increasing very noticeably in territories where salesmen are presenting it to business concerns and schools. If you have neglected this model in your sales work, we urge you to familiarize yourself with its flexibility and many features, and then canvass your territory. You will find innumerable prospects and many orders. You, too, can increase your commissions.—N. D. MACLEOD.

" " "

BUY DEFENSE SAVINGS BONDS—This is mighty good advice for everyone in these times. In accordance with the request of the United States Treasury Department, many employers are setting up Payroll Deduction Plans to make it easy and convenient for workers to save toward purchases of Defense Savings Bonds . . . As reported in the *New York Herald Tribune* of December 12, 1941, "eight thousand concerns, employing 12,000,000 persons have already, at their own cost, set up payroll allotment plans for the purchase of Defense Savings Bonds and Stamps" . . . Among these are the Westinghouse Electric and Manufacturing Company of East Pittsburgh, Pa., and the Bendix Aviation Corporation—Scintilla Magneto Division, Sydney, New York. A reproduction featuring the Bendix installation was sent you on December 5 with Circular Letter No. 2795. A reproduction illustrating and explaining the Westinghouse installation has been sent to the field organization . . . These are very timely reproductions and should be employed to stimulate similar sales. Every large business enterprise is your prospect. Lose no time in contacting them.—ALFRED JENSEN.

" " "

THE booklet "Patty Perfect Adviser," is for distribution to secretaries and stenographers in your territory. It explains the story of "Patty Perfect" which is the result of a contest conducted by the Underwood Elliott Fisher Company on the subject, "What are the Qualifications of a Good Secretary?" . . . This booklet contains much helpful information which a secretary or a stenographer can use, such as, salutations and complimentary closings, list of oft misspelled words, list of abbreviations, rules of punctuation, list of business terms and oft used foreign language words and phrases. This booklet also carries the message of Underwood with a message from GEORGE HOSSFIELD, GRACE PHELAN, CHESTER SOUCEK and BARNEY STAPERT. It also carries the story, "There's a Picture of You in Every Letter You Write."—JAMES D. DONOVAN.

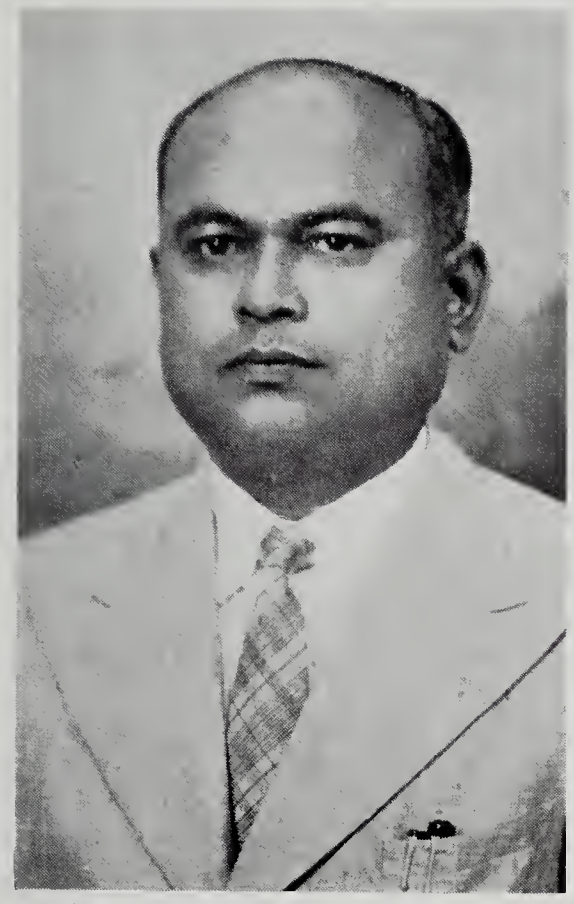
" " "

OUR typewriter sales for 1941 in the domestic organization were considerably ahead of 1940 and well over the quota. During 1941 we sold more Underwood Typewriters in the United States than in any previous year. May I express to each member of our selling organization my sincere thanks and congratulations.—JAMES J. DONOVAN.

" " "

IF the laws of logic are still valid and if there is anything to be learned from business history, American Industry cannot afford to gamble by stopping advertising in an over-sold market. A business-man who argues that advertising under these conditions means needless expense, indicates that he may not fully understand the philosophy of advertising . . . No matter what changes or new developments in products might be occasioned by the defense program, whether it be substitutes, shortages, prices or quantities and qualities of goods, it is advertising's job to keep the consumer adequately and convincingly informed. This is not an easy job but advertising can and should do it. Certainly it cannot be done without advertising!—CARL RUPRECHT. in *The Advertiser.*

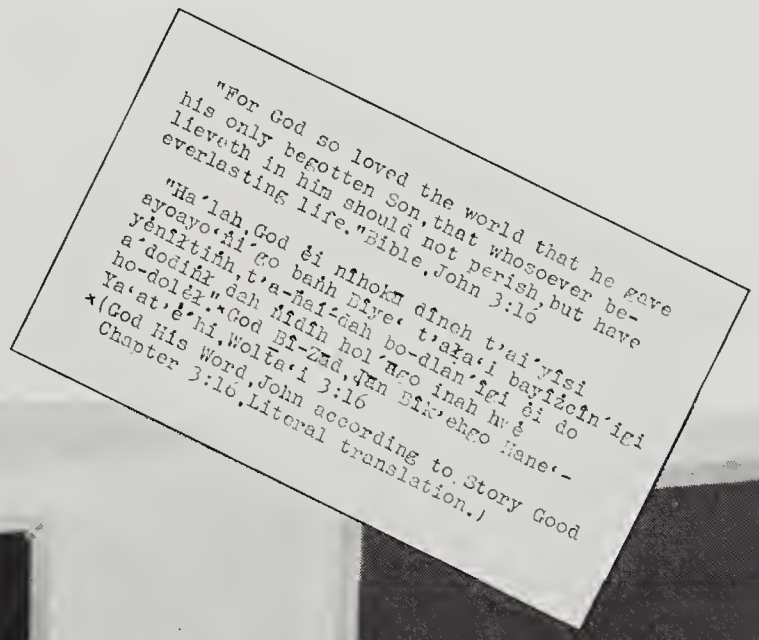
SIX year old GEORGE R. HURLER, *of Roselle Park, New Jersey, sits astride the case of his new Underwood Portable Typewriter in true Lone Ranger style.* GEORGE *won his typewriter in a recent contest in which he competed with youngsters from all over the country to name the famous Lone Ranger's horse. His suggestion was "Fast Tripper".* DAVID WEINER, *manager of Abelson's, Inc., Jewelry Store and Underwood Portable Typewriter Dealer on Broad Street, Newark, presented the award to the jubilant winner.* GEORGE *was one of the qualifiers for second prize in this contest, conducted by the sponsors of the Lone Ranger Radio program, and chose the typewriter from the selection of prizes offered. He said that he would like very much to have won the first prize which was "A real, live colt, but I don't think he would have been very comfortable in the garage. Anyway, now I can write to Santa Claus on my typewriter."* GEORGE *is the son of* MR. *and* MRS. GEORGE A. HURLER, *of* 118 *Avon Street, Roselle Park, and is in the first grade of St. Joseph's School in Roselle Park, New Jersey.*



A. S. PARELKER, *sales manager, the Office Equipment Department of Latham Abercrombie & Company, Ltd., of Bombay, recently celebrated 25 years association with Underwood Typewriters.* MR. PARELKER *joined Warden Company, an exclusive dealer for Underwood Typewriters in Bombay Presidency, in September,* 1916, *as a stenographer. Within three years, he was promoted to assistant manager. In the course of the next few years, the territory of this organization branched out to cover the whole of India. When the business was taken over by Wilson Latham & Company, Ltd., in* 1931, MR. PARELKER *continued in his managerial capacity. He reports that in spite of present world conditions, they are still able to continue their progressive business policy. Undoubtedly, under the progressive management of* MR. PARELKER, *great strides will be made during the present and post war periods in building Underwood prestige.*

JOHN DORED, *of Paramount News, now covering an extensive assignment in South America, types notes on his Underwood Portable with typing stand in the shadow of* CHRIST OF CORCOVADO *overlooking the harbor at Rio de Janiero.* MR. DORED *recently returned from an extensive trip through Central and Southern Europe, where for more than two years he recorded pictorial history of the rapidly changing events throughout the disturbed and unstable continent of Europe.*

G. G. RUSSELL, *UEF branch manager at Phoenix, Arizona, recently delivered an Underwood Portable Typewriter with special type to write the Navajo language to* DR. F. H. CRAM, *Resident Dentist, Ganado Mission, Ganado, Arizona. The machine is designed to write both in English and Navajo. The photograph (below) shows members of the Typewriting Class at the Navajo School. The strip-in is a greatly reduced specimen written on the first Underwood Typewriter to write English and Navajo which, as* DR. CRAM *says, "is an instrument by which our Navajo friends will become better acquainted with their own language". Once again the Underwood pioneers a virgin field.*



"For God so loved the world that he gave
his only begotten Son, that whosoever be-
lieveth in him should not perish, but have
everlasting life."Bible, John 3:16

"Ha'lah God éi nihoKm dinch t'ai'yisi
ayoayo'ñí'go bahh Diyé' t'ała'i bayiźcin'igi
yéníłtiñh, t'a-ñaí'dah bo-dlan'igi éi do
a'doditt.dah ñídíh hol'aco inah hwé
ho-dolét."*God Bi-Zad, Jan Bik'ehco Hane'-
Ya'at'é'hi, Wolta'i 3:16
*(God His Word, John according to Story Good
Chapter 3:16, Literal translation.)

J. J. FOX, *formerly of Houston, has been appointed manager of the Underwood Elliott Fisher Co., at 938 Pearl St., Beaumont, Tex. Congratulations!*

Prepared

WITH METHODS AND EQUIPMENT TO SERVE INDUSTRY

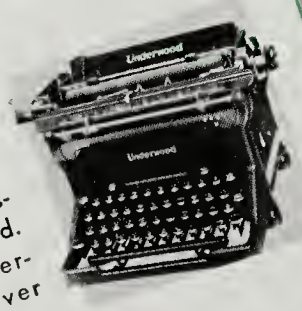
Never, in the history of our company, were we better prepared to help industry speed up business writing, figuring and accounting.

Whatever the requirements of the individual business, we have BOTH the methods and equipment. And we are prepared to prove speed, accuracy and economy in speeding production . . . and Victory!

Printed in U.S.A.

TYPEWRITERS

S-Master, Noiseless, and wide carriage models for every business and statistical writing need. Note the Underwoods wherever you go!



ACCOUNTING MACHINES

Underwood Elliott Fisher offers three separate and distinct lines of accounting machines. A model for every accounting need!

ADDING MACHINES

On the new Quiet Underwood Sundstrand Adding Machine only ten figure keys will add, subtract, multiply, and divide!

SUPPLIES

The UEF line of superior supplies includes ribbons, carbon papers, and other supplies. They are supplies of superlative quality.

PORTABLE TYPEWRITERS

At home, or on the road, the Underwood Portable enables the busy executive to place his thoughts on paper.

UNDERWOOD ELLIOTT FISHER ... *Sales and Service Everywhere*